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generating means for generation of an authorization signal authorizing user access to said programmable data processor means and for generation of a selection signal which instructs the programmable data processor means which discrete increments of stored information to access and display. The system further provides means to display the retrieved information in response to the user access signal.--.

## IN THE CLAIMS

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14. (Amended.) A system for user-interactive previewing at a retail sales location of a packaged music product available for sale which comprises:

- a) means for storing information which includes musical selections from the music product available for sale;
- b) means for playing back stored information[.];
- c) means for enabling the user to identify to the system the music product to be previewed;
- d) means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to maintain control of the musical selection playback throughout the duration of selection playback; and

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wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to select among, and to maintain control of the playback of musical selections from the music product identified for previewing throughout the duration of the selection playback.

15. (Amended.) A system according to claim 14 wherein the information storage means utilizes an information storage medium selected from the group consisting of CD-ROM[, and audio CD[, magnetic storage media, optical storage media, magneto-optical storage media, floptical storage media, ROM, EPROM, ROM card, Flash RAM, and combinations thereof].

16. (Amended.) A system according to claim 14 wherein the product identification means includes a user-system interface selected from the group consisting of a keyboard, [a keypad, a telephone keypad, a touch sensitive pad with an

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D2 overlay,] an optical scanner, and a touch screen [and an electromechanical switch, and combinations thereof].

17. (Amended.) A system according to claim 14 wherein the user-interaction means includes a user-system interface comprising [selected from the group consisting of a keyboard, a keypad, a telephone keypad, a touch sensitive pad with an overlay, an optical scanner] a touch screen[, an electromechanical switch and combinations thereof].

22. (Amended.) A method for user previewing at a retail sales location of a packaged music product available for sale without the user having to open the music product packaging which comprises the steps of:

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- a) providing a system at the retail sale location which has (i) preloaded data storage and playback means which preloaded data includes musical selections from the music product available for sale; (ii) means for enabling the user to identify to the system the music product to be previewed; and (iii) means for user interaction with the system for enabling the user to choose among musical selections from the music product identified to the system for previewing and for enabling the user to maintain control of the musical selection playback throughout the duration of the musical selection playback;
  - b) identifying to the system the music product to be previewed, using the product identification means;
  - c) choosing a musical selection for user previewing using the user interaction means; and
  - d) interacting with the system to choose a second musical selection for user previewing using the user interaction means,

wherein the method enables the user to preview musical selections from a packaged music product at a retail sales location without the user having to open the music product packaging, [and] further wherein the user is able to choose among musical selections from the music product identified for previewing, and further wherein the user is able to maintain control of the musical selection playback throughout the duration of the musical selection playback.

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24. (amended.) A method according to claim 22 wherein the identifying step (b) includes a step selected from the group consisting of [typing a textual description of the music product, transmitting a music product description to the system via voice command, typing a unique alphanumeric music product code,] scanning a music product bar code appearing on the music product packaging, [scanning a music product bar code appearing on a facsimile of the music product packaging, scanning a music product bar code appearing on a music product promotional material,] and scanning a label containing the music product code affixed to the music product[, and combinations thereof].

Please cancel claim 25.

In claim 26, line 1, please delete "25" and insert --22--.

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27. (Amended.) A system for user-interactive previewing at a retail sales location of a packaged music product available for sale without the user having to open the music product packaging which comprises:

- a) data storage, retrieval and playback means containing preloaded data which includes musical selections from the music product available for sale, the means further providing for storage of data generated and collected during user operation of the system;
- b) means for enabling the user to identify to the system the music product to be previewed;
- c) means for user-interaction with the system enabling the user to choose among musical selections from the music product[s] identified to the system for previewing, and enabling the user to maintain control of the musical selection playback throughout the duration of the musical selection playback; and,
- d) means for collecting data concerning frequency of music product identification by users and data concerning frequency of music product musical selections chosen by users,

wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging, further wherein the user is able to choose among and maintain control of the playback of musical selections from the music product identified for previewing throughout the

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duration of the musical selection playback, and further wherein the system generates and collects data concerning identification events and musical selection choice events during user operation of the system.

29. (Amended.) A system according to claim 27 wherein the identification means includes a user-system interface selected from the group consisting of a keyboard, [a key pad, a telephone key pad, a touch sensitive pad with an overlay,] an optical scanner[,] and a touch screen[, an electromechanical switch and combinations thereof].

(Please cancel claims 30, 31 and 32.)

33. (Amended.) A system for user-interactive previewing at a retail sales location of a packaged music product available for sale without the user having to open the music product packaging which comprises:

- a) means for storing information which includes musical selections from the music product available for sale;
- b) means for playing back stored information;
- c) means for enabling the user to identify to the system the music product to be previewed by supplying a music product code to the system;
- d) means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to maintain control of the musical selection playback throughout the duration of the musical selection playback; and.

wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to choose among and to maintain control of the playback of musical selections from the music product identified for previewing throughout the duration of the musical selection playback.

34. (Amended.) A system according to claim 33 wherein the product identification means includes a user-system interface which is selected from the group consisting of [means for typing a textual description of the music product, means for

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transmitting a music product description via voice command, means for typing a unique alphanumeric music product code,] means for scanning a music product bar code appearing on the music product packaging, [means for scanning a music product bar code appearing on a facsimile of the music product packaging, means for scanning a music product bar code appearing on a music product promotional material,] and means for scanning a label containing the music product code affixed to the music product[, and combinations thereof].

(Please cancel claims 35, 36 and 37.)

38. (Amended.) A system for user-interactive previewing of a packaged music product available for sale without the user having to open the music product packaging which comprises:

- a) means for storing information which includes musical selections from the music product available for sale;
- b) means for playing back stored information;
- c) means for enabling the user to identify to the system the music product to be previewed by supplying a music product code to the system;
- d) means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to maintain control of the musical selection playback throughout the duration of the musical selection playback;

wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to choose among and to maintain control of the playback of musical selections from the music product identified for previewing throughout the duration of the musical selection playback.

39. (Amended.) A system according to claim 38 wherein the product identification means includes a user-system interface which is selected from the group consisting of [means for typing a textual description of the music product, means for transmitting a music product description via voice command, means for typing a unique alphanumeric music product code,] means for scanning a music product bar

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code appearing on the music product packaging, [means for scanning a music product bar code appearing on a facsimile of the music product packaging, means for scanning a music product bar code appearing on a music product promotional material,] and means for scanning a label containing the music product code affixed to the music product[, and combinations thereof].

(Please cancel claims 40-65, directed to "software products" without prejudice to refiling in a continuation or continuation in part application.)

66. (Amended.) A system for user-interactive previewing at a retail sales location of a packaged video product available for sale which comprises:

- a) means for storing information which includes selections from the video product available for sale;
- b) means for playing back stored information[.];
- c) means for enabling the user to identify to the system the video product to be previewed; and,
- d) means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to maintain control of the selection playback throughout the duration of the selection playback; [and]

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to select among, and to maintain control of the playback of selections from the video product identified for previewing throughout the duration of selection playback.

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67. (Amended.) A system according to claim 66 wherein the information storage means utilizes an information storage medium selected from the group consisting of CD-ROM, [audio] video CD, magnetic storage media, and optical storage media[, magneto-optical storage media, floptical storage media, ROM, EPROM, ROM card, Flash RAM, and combinations thereof].

68. (Amended.) A system according to claim 66 wherein the product identification means includes a user-system interface selected from the group

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consisting of a keyboard, [a keypad, a telephone keypad, a touch sensitive pad with an overlay,] an optical scanner, and a touch screen [and an electromechanical switch, and combinations thereof].

69. (Amended.) A system according to claim 66 wherein the user-interaction means includes a user-system interface comprising [selected from the group consisting of a keyboard, a keypad, a telephone keypad, a touch sensitive pad with an overlay, an optical scanner] a touch screen[, an electromechanical switch and combinations thereof].

74. (Amended.) A method for user previewing at a retail sales location of a packaged video product available for sale without the user having to open the video product packaging which comprises the steps of:

- a) providing a system at the retail sale location which has (i) preloaded data storage and playback means which preloaded data includes selections from the video product available for sale; (ii) means for enabling the user to identify to the system the video product to be previewed; and (iii) means for user interaction with the system for enabling the user to choose among selections from the video product identified to the system for previewing and for enabling the user to maintain control of the selection playback throughout the duration of the selection playback;
- b) identifying to the system the video product to be previewed, using the product identification means;
- c) choosing a selection for user previewing using the user interaction means; and
- d) interacting with the system to choose a second selection for user previewing using the user interaction means,

wherein the method enables the user to preview selections from a packaged video product at a retail sales location without the user having to open the video product packaging, [and] further wherein the user is able to choose among selections from the video product identified for previewing, and further wherein the user is able to maintain control of the selection playback throughout the duration of selection playback.

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76. (Amended.) A method according to claim 75 wherein the identifying step (b) includes a step selected from the group consisting of [typing a textual description of the video product, transmitting a video product description to the system via voice command, typing a unique alphanumeric video product code,] scanning a video product bar code appearing on the video product packaging, [scanning a video product bar code appearing on a facsimile of the video product packaging, scanning a video product bar code appearing on a video product promotional material,] and scanning a label containing the video product code affixed to the video product[, and combinations thereof].

(Please cancel claim 77.)

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79. (Amended.) A system for user-interactive previewing at a retail sales location of a packaged video product available for sale without the user having to open the video product packaging which comprises:

- a) data storage, retrieval and playback means containing preloaded data which includes selections from the video product available for sale, the means further providing for storage of data generated and collected during user operation of the system;
- b) means for enabling the user to identify to the system the video product to be previewed;
- c) means for user-interaction with the system enabling the user to choose among selections from the video product[s] identified to the system for previewing, and enabling the user to maintain control of the selection playback throughout the duration of the selection playback; and,
- d) means for collecting data concerning frequency of video product identification by users and data concerning frequency of video product selections chosen by users,

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging, further wherein the user is able to choose among and maintain control of the playback of selections from the video product identified for previewing throughout the duration of the selection playback, and further wherein the system generates and collects data



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concerning identification events and selection choice events during user operation of the system.

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81. (Amended.) A system according to claim 79 wherein the identification means includes a user-system interface selected from the group consisting of a keyboard, [a key pad, a telephone key pad, a touch sensitive pad with an overlay,] an optical scanner[,] and a touch screen, an electromechanical switch and combinations thereof].

(Please cancel claims 82, 83 and 84.)

85. (Amended.) A system for user-interactive previewing at a retail sales location of a packaged video product available for sale without the user having to open the video product packaging which comprises:

- a) means for storing information which includes selections from the video product available for sale;
- b) means for playing back stored information;
- c) means for enabling the user to identify to the system the video product to be previewed by supplying a video product code to the system;
- d) means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to maintain control of the selection playback throughout the duration of the selection playback;

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to choose among and to maintain control of the playback of selections from the video product identified for previewing throughout the duration of the selection playback.

86. (Amended.) A system according to claim 85 wherein the product identification means includes a user-system interface which is selected from the group consisting of [means for typing a textual description of the video product, means for transmitting a video product description via voice command, means for typing a

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unique alphanumeric video product code,] means for scanning a video product bar code appearing on the video product packaging, [means for scanning a video product bar code appearing on a facsimile of the video product packaging, means for scanning a video product bar code appearing on a video product promotional material,] and means for scanning a label containing the video product code affixed to the video product[, and combinations thereof].

(Please cancel claims 87, 88 and 89.)

90. (Amended.) A system for user-interactive previewing of a packaged video product available for sale without the user having to open the video product packaging which comprises:

- a) means for storing information which includes selections from the video product available for sale;
- b) means for playing back stored information;
- c) means for enabling the user to identify to the system the video product to be previewed by supplying a video product code to the system;
- d) means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to maintain control of the selection playback throughout the duration of the selection playback.

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to choose among and to maintain control of the playback of selections from the video product identified for previewing throughout the duration of the selection playback.

91. (Amended.) A system according to claim 90 wherein the product identification means includes a user-system interface which is selected from the group consisting of [means for typing a textual description of the video product, means for transmitting a video product description via voice command, means for typing a unique alphanumeric video product code,] means for scanning a video product bar code appearing on the video product packaging, [means for scanning a video product